

AUSTRALIAN DANCING SOCIETY LTD. PRESENTS

77TH AUSTRALIAN DANCESPORT *Championship*



featuring
**Nino Langella &
Andra Vaidilaite**

**FRIDAY 8TH
SATURDAY 9TH
& SUNDAY 10TH
DECEMBER 2023**

CENTREPIECE
at Melbourne Park

SPONSORSHIP & PROMOTIONAL Opportunities



SOFITEL
MELBOURNE ON COLLINS

TICKETS AT TICKETEK
13 28 49 www.ticketek.com.au

For all enquiries
e: info@theaustralianchampionship.com.au

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SOFITEL
MELBOURNE ON COLLINS



a look inside our venue!

CENTREPIECE

at Melbourne Park



77TH AUSTRALIAN DANCESPORT Championship

About the Australian DanceSport Championship

Now in its 77th year, the Australian Dancesport Championship is Australia's premier event which not only crowns the best dancers as the 2023 Australian Champions but also selects the Australian representatives to the World Championship events.

It also offers a full range of events for ALL age groups, levels and abilities for Australian dancers in six different categories including Latin American, Standard (ballroom), New Vogue, American Smooth, Para Dance and All Abilities over three full days of competition held at the beautiful state-of-the-art venue, The Centrepiece within the Melbourne & Olympic Park precinct on 8th, 9th & 10th December!

About DanceSport

DanceSport is the term used when referring to competitive Ballroom Dancing. This glamorous and exciting activity has been renamed to suit its modern image as a demanding sport. Its characteristics consist of physical strength, agility, co-ordination, stamina, high level of fitness, discipline, teamwork, grace, style and musical interpretation.

DanceSport provides an opportunity for developing athletic disciplines of the body and mind as well as artistic creativity through musical interpretation, costume design and choreographic programming.

Event Marketing

Sponsoring this event can provide your organisation with opportunities for new business generation and market exposure.

Our sponsorship solutions and exhibition packages offers a unique platform to not only promote your organisation to a niche market but also to initiate brand awareness, inform and or educate potential customers and reinforce strategic positioning with your current clientele. It will also create an opportunity to gain direct and personal access to new and exciting customers.

About the DanceSport Community

DanceSport accommodates participants from a wide range of ages from the Sub-Juvenile category (under 10 years) through to Masters 4 (over 70 years).

- No language, race or religion barriers
- Promotes social skills - tolerance, understanding and team work
- Lifestyle - Interested in dance and music • Health & Fitness - Athletic, health and well being
- Driven - Enjoy a sporting challenge and competition • Fashion, appearance and grooming

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Friday 8th, Saturday 9th, Sunday 10th of DECEMBER 2023

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 **DANCESPORT AUSTRALIA**
"The Governing Body for DanceSport In Australia"



77TH AUSTRALIAN DANCESPORT Championship

By the Numbers (Based on previous event)

Approximately 1410 competitors and 140 officials

Approximately 4035 supporters/spectators/attendees across the weekend

Your contribution

Events like this do not happen without generous support of corporate sponsorship. Your sponsorship allows us to offset costs involved in presenting this Championship event, such as hiring a quality venue or hiring state of the art audio visual and lighting equipment.

We aim to make DanceSport accessible for all dancers and dance enthusiasts of all ages and all abilities to partake in their love of dance and competition. It also allows us to reduce the cost to spectators and supporters who come from all areas of our community and country, not just the dance community. We thank you in advance for your contribution and support!



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77TH AUSTRALIAN DANCESPORT Championship

SPONSORSHIP PACKAGES

The Australian Dancing Society Ltd. and the 77th Australian DanceSport Championship would like to invite you to consider a unique branding and engagement opportunity.

NAMING RIGHTS Sponsorship

As the naming rights sponsor your organisation would receive exclusive recognition as being associated with this prestigious National Championship Event.

BENEFITS

1. Promotion & Acknowledgement on both The Australian DanceSport Championship & The Australian Dancing Society websites.
2. Promotion & Acknowledgement on all ADS Social Media platforms (eight week campaign).
3. Logo placement on LIVE Streaming service over the three days of competition
4. Opportunity for joint ADS and organisation branded media release to advertise naming rights sponsorship partnership.
5. Logo and naming rights recognition on all official event documentation and digital platforms, including but not limited to ;
 - a. Advertising posters
 - b. Syllabus info/registration/entry forms
 - c. Official Program
 - d. Event Website
 - e. Dedicated event Facebook page
 - f. All scheduled print advertising in the lead up to the event
6. Logo and naming recognition on all competitor back numbers.
7. Pull up banner advertising in the main concourse area.
8. Floorside Signage (600x1200).
9. Logo display on official AV in main arena and on concourse.
10. Verbal acknowledgement and introduction during the evening sessions on all three days.
11. Opening words (Interview by compere) at the beginning of evening sessions on all three days.
12. VIP Corporate table for evening session of the TWO main days (Ten x Saturday tickets and Ten x Sunday Tickets) - Includes catering.
13. Ten x Official souvenir programs.
14. Participate in the presentation of awards to winners and finalists of named categories (categories TBC).
15. Three x Full page colour advertisement in the souvenir program (sponsor to supply artwork).
16. Exhibition space/product placement - Opportunity to place products/display in main event arena and concourse.



TOTAL INVESTMENT - \$20,000 AUD (INCLUDING GST).

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Premier Sponsorship

Premier Sponsorship offers excellent brand positioning and great exposure to the audience.

1. Promotion & Acknowledgement on all ADS Social Media platforms (six week campaign).
2. Recognition and logo placement on official event website, including 200 word corporate profile.
3. Pull up banner advertising in the main concourse area.
4. Floorside Signage (600x1200).
5. Three Full page colour advertisement in souvenir program (sponsor to supply artwork).
6. Participate in the presentation of awards to winners and finalists of the named categories (categories TBC).
7. VIP Corporate table for evening session of one day (total ten tickets) - includes catering.
8. 3m x 3m Exhibition Space.
9. Advert placement on LIVE Streaming service over the 3 days of competition.

TOTAL INVESTMENT - \$10,000 AUD (INCLUDING GST)

Gold Sponsorship

1. Promotion & Acknowledgement on all ADS Social Media platforms (four week campaign).
2. Recognition and logo placement on official event website, including 150 word corporate profile.
3. Pull up banner advertising in the main concourse area.
4. Two x Full page colour advertisement in souvenir program (sponsor to supply artwork).
5. Four VIP Corporate table tickets - includes catering.
6. Naming rights to one of our highlighted "OPEN" Events (categories TBA).
7. 3m x 3m Exhibition Space.
8. Advert placement on LIVE Streaming service over the three days of competition.

TOTAL INVESTMENT - \$5,500 AUD (INCLUDING GST)

Silver Sponsorship

1. Promotion & Acknowledgement on all ADS Social Media platforms (four week campaign).
2. Recognition and logo placement on official event website, including 100 word corporate profile.
3. Pull up banner advertising in the main concourse area.
4. One Full page colour advertisement in souvenir program (sponsor to supply artwork).
5. Two VIP Corporate table tickets - including catering.
6. Naming rights to one of our highlighted "OPEN" Events (categories TBA).
7. Advert placement on LIVE Streaming service over the three days of competition.

TOTAL INVESTMENT - \$2,500 AUD (INCLUDING GST)

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Bronze Sponsorship

1. Promotion & Acknowledgement on all ADS Social Media platforms (four week campaign).
2. Recognition and logo placement on official event website, including 50 word corporate profile.
3. One Full page colour advertisement in souvenir program (sponsor to supply artwork).
4. Two Second Row table seats.
5. Naming rights to one of our highlighted "OPEN" Events (categories TBA).
6. Advert placement on LIVE Streaming service over the 3 days of competition.

TOTAL INVESTMENT - \$1,000 AUD (INCLUDING GST)

EVENTS AVAILABLE FOR SPONSORSHIP

Professional Standard	Junior Open Standard	Master II Open Standard
Professional Latin	Junior Open New Vogue	Master II Open Latin
Professional New Vogue	Junior Open Latin	Master II Open New Vogue
Australian Open Standard	Juvenile Open Standard	Master III Open Standard
Australian Open Latin	Juvenile Open Latin	Master III Open Latin
Australian Open New Vogue	Juvenile Open New Vogue	Master III Open New Vogue
U/21 Open Standard	Master I Open Standard	Master IIII Open Standard
U/21 Open Latin	Master I Open Latin	Master IIII Open Latin
U/21 Open New Vogue	Master I Open New Vogue	Master IIII Open New Vogue

Trade Exhibition

Exhibitor packages allow you to further showcase your products in front of a captive market. In order to maximise exposure, exhibitor booths will be in the beautiful foyer area that competitors will need to walk through to enter the Main Ballroom.

1. Recognition and logo placement on official event website, including 50 word corporate profile
2. 3m x 3m Exhibition Space
3. Entry for 2 Staff members
4. Sponsorship and naming rights to an Open Event (categories TBA)

TOTAL INVESTMENT - \$1,500 AUD (INCLUDING GST)



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LIMITED Floorside Signage

All signs are standardised at 7" x 2" (2100mm x 600mm)

TOTAL INVESTMENT INCLUDING PRODUCTION \$650

General Print Advertising

The Australian DanceSport Championship produces a high quality program, distributed to all competitors and available for all Spectators. Included in the program : Officials & Management information, list of esteemed Adjudicators, full competitor listing, 3 days of competition information, Corporate Sponsor information, ADS History and Australian Championship Roll of Honour.

Advertisements to be supplied as high resolution PDF for print. Plus a colour laser proof.

- Full page 210mm x 297mm (please allow 4mm all around for a bleed page)
- Half page 190mm x 140mm
- All print advertising will also receive recognition and logo placement on official event website, including 50 word corporate profile

TOTAL INVESTMENT (INC GST) :

BACK COVER \$1000, INSIDE FRONT OR BACK COVER \$800, FULL PAGE \$600, HALF PAGE \$300



CENTREPIECE
at Melbourne Park

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PRO/AM SHOWCASES

This year we are very excited to include in the program of events for the Australian DanceSport Championship a very limited number of PRO/AM Showcases. Create and perform your very own showcase at Australia's largest DanceSport event - be part of the action! As showcases are very limited please contact info@australiandancingsociety.com.au to book.

A VIP farewell lunch will be conducted on the Monday for all involved in the PRO/AM Showcases.

SUNDAY • PRO/AM SHOWCASE - ONLY ONE AVAILABLE - \$15,000

3.5mins Showcase in the evening Session
Private Dressing room with refreshments
10 Front Row table seats inclusive of catering

SATURDAY • PRO/AM SHOWCASE - ONLY TWO AVAILABLE - \$7,500

3.5mins Showcase in the evening Session
Access to the Showcase dressing room
5 Front Row table seats inclusive of catering

FRIDAY • PRO/AM SHOWCASE - ONLY TWO AVAILABLE - \$4,500

3.5mins Showcase in the evening Session
Access to Showcase dressing room
5 Front Row table seats inclusive of catering



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Partnership Sponsorship Packages & Advertising Booking Form

We thank you in advance for your consideration and welcome the opportunity to discuss any of the opportunities available further! If you would like to book one of our packages at what will be an amazing 77th Australian Dancesport Championship, please fill out the form below.

- | | | |
|--|--|---|
| <input type="checkbox"/> Naming Rights Sponsorship | <input type="checkbox"/> Premier Sponsorship | <input type="checkbox"/> Gold Sponsorship |
| <input type="checkbox"/> Silver Sponsorship | <input type="checkbox"/> Bronze Sponsorship | <input type="checkbox"/> Trade Exhibition |
| <input type="checkbox"/> Inner Back Cover Program Ad | <input type="checkbox"/> Back Cover Program Ad | <input type="checkbox"/> Full Page Program Ad |
| <input type="checkbox"/> Half Page Program Ad | <input type="checkbox"/> Floorside Signage | |

Company : _____ Contact : _____

Address : _____

Suburb : _____ State : _____ Postcode : _____ Ph : _____

Mob : _____ Email : _____

PAYMENT METHODS

CREDIT CARD VISA, MASTERCARD, OR AMEX

Name on the Card : _____

Credit Card Number: _____ CCV: _____

Expiry Date: _____ Signature: _____

BANK TRANSFER

Australian Dancing Society Ltd - Championship Account

Bank - National Australia Bank BSB # - 083 218 • ACC # - 515 206 905

PLEASE RETURN FORM AND PAYMENT BY FRIDAY 25TH OCTOBER 2023

AUSTRALIAN DANCING SOCIETY

PO Box 5036, Burnley, Victoria, Australia, 3206

+61 (0)418 216 533 • admin@australiandancingsociety.com.au

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#ADSC23